

[METHOD FOR DETERMINING A FEATURE INTRODUCTION TIMING PLAN FOR A PRODUCT]

Abstract of Disclosure

A method for determining a feature introduction timing plan has been disclosed. This method includes the step of determining a product attribute leadership strategy for a feature. This method further includes the step of categorizing the feature as one of a number of feature types. The method also includes estimating a first-to-market time for the feature. From this information, a feature introduction timing plan is generated that aligns this information with the overall business goals of a manufacturer. This plan can then be utilized to assess engineering readiness or allocate engineering resources.

Figures

